



Organic Dairy Retail Overview

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Total organic dairy ads declined in 41 percent in last week's retail ad survey and fell another 21 percent in the week 30 survey. The only organic commodities that are present in more ads this week are butter and yogurt. Ads for organic sour cream were unchanged from last week, but total ads declined for every other organic commodity featured in the week 29 and week 30 surveys.

Organic yogurt overtook milk as the most advertised organic dairy commodity this week, as total ads for this commodity are up 48 percent from the prior survey. Organic Greek yogurt in 4-6-ounce containers was present in surveyed ads last week but was absent from this week's survey. Ads for 32-ounce containers of organic regular yogurt, the only advertised organic yogurt product in week 30, are up 116 percent. The weighted average advertised price (average price) for this product is down 67 cents to \$4.94. Conventional 32-ounce regular yogurt has an average price of \$3.53, making an organic premium of \$1.41.

Organic milk ads are down 55 percent, as total ads declined for half gallons and gallons of organic milk. Half gallon containers are the most advertised organic milk product, though total ads for this product are down 55 percent. The week 30 organic milk in half gallons average price is up 46 cents to \$6.49. This item's conventional counterpart has an average price of \$2.26, leading to an organic premium of \$4.23.

Total ads for the third most advertised organic dairy commodity, ice cream, are down 2 percent. The only organic ice cream product present in surveyed retail ads for week 29 and week 30 was sold in 14-16-ounce containers. The average price for 14-16-ounce organic ice cream is up 34 cents to \$7.19. Conventional 14-16-ounce ice cream's average price is \$3.76, making the organic premium for this product \$3.43.

Cheese, the fourth most advertised organic dairy commodity, is present in 32 percent fewer retail ads this week. Organic 6-8-ounce sliced cheese is the most advertised organic cheese product this week, though total ads declined 45 percent. The average price for this product is \$5.86, up 48 cents. Conventional 6-8-ounce sliced cheese has an average price of \$2.25, creating an organic premium of \$3.61.

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